

IPTF – SPEED WORKSTREAM SUMMARIES

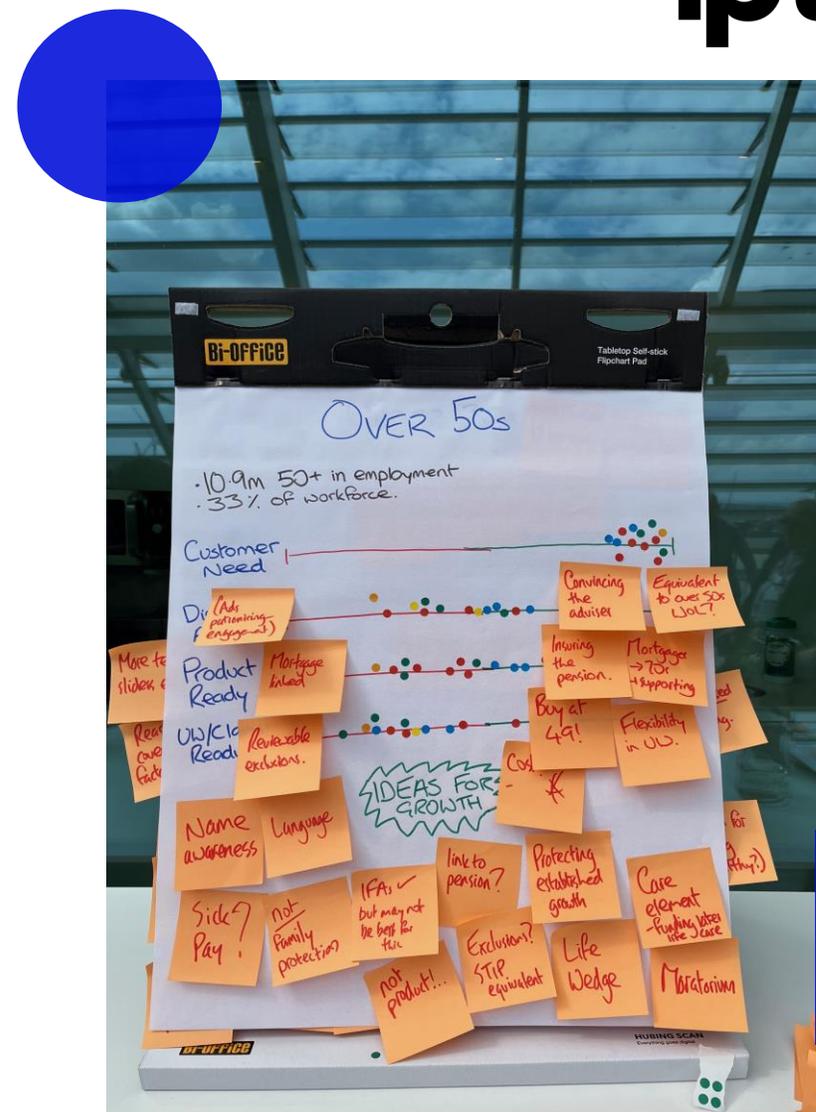
**Output from 60+
people on 6 June 2024**

iptf



OVER 50S - OVERVIEW

- 10.9m people 50+ are in employment
- 33% of workforce are 50+
- This is growing by almost 1% a year
- Group felt:
 - High customer need
 - Scores 3-7 on suitability of current distribution to reach market
 - Scores 3-7 on suitability of current products for market
 - Scores 2-6 on current underwriting for market



OVER 50S – EXISTING DISTRIBUTION ACCESS

- Not many IP adverts or messages targeted to this age – what there is can seem patronising or irrelevant
- Need to convince the adviser (to convince the client)
- “Insuring the pension”
- Increasing numbers of mortgages running past traditional retirement age
- Contra thought – if underwriting is hard after 50 then need to push the “buy at 49 (or before!)” message – scarcity marketing?
- Tailor language to audience – what are this group really worried about?
- Don’t generalise – many different needs and concerns in this group
- Although decent penetration for IFAs in this age group unlikely to be top of many advisers lists to talk about. May need different approach.

OVER 50S - PRODUCT

- Some clear that “the product is not the problem”. Others suggested ideas below.
- Can IP be more tightly linked to pension?
- Where mortgages given into 70s IP should be prepared to follow
- Linking to later life care for self -
- Many in sandwich generation - consider things other than own health that may impact income

OVER 50S – UNDERWRITING / PRICING

- More flexibility and realism needed
- Reviewable exclusions (and proactive review)
- Consider moratorium rather than long underwriting process with restrictive outcomes
- Consider applying max period of payment for certain conditions
- Price is an issue here – can be looking at high % of salary which would otherwise be going into pension. Is there any way of packaging this / smoothing this?

OVER 50S - OTHER

- Name awareness an ongoing issue for some (though others disagreed!)
- Positioning IP as a “Life Wedge” - something that stops things getting worse
- This is protecting all you’ve worked for to this point - at same time as pension portfolio moves to safer portfolios, IP ought to be complementary